



National and Kapodistrian University of Athens  
Faculty of Communication and Media Studies

Laboratory of New Technologies  
in Communication, Education  
and the Mass Media

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Laboratory Profile



# Laboratory of New Technologies in Communication, Education and the Mass Media

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## Objectives, fields of activity and human resources of the Laboratory

The Laboratory of New Technologies in Communication, Education and the Mass Media (UoA NTLab) has been founded in June 1996 (Official Journal of the Greek Government No. 111A/10-6-1996), whereas it operates since 1992 within the Department of Culture, Environment, Communication Applications and Technology of the Faculty of Communication and Mass Media Studies of the National and Kapodistrian University of Athens. The Laboratory serves research and educational needs of the Faculty of Communication and Mass Media Studies in the domain of new technologies and their applications in communication, education and the mass media.

UoA NTLab is active in fields of Research and Technological Development such as digital communication services, multimedia, hypermedia and virtual reality systems, machine understanding and synthetic communication, adaptive, personalised and intelligent communication systems, visual communication and visual design, man-machine communication, ergonomics, computer-mediated communication, the relation between space and environment in the digital age, new media literacy, digital art, digital culture and digital civilization, digital games, web content, network communities and participatory media, journalism and mass media in digital networks, digital technologies in open and distance learning, digital communication, digital governance and digital innovation applications.

The Laboratory of New Technologies in Communication, Education and the Mass Media is headed by Professor Michalis Meimaris. The research staff of the Laboratory includes 3 more faculty members of the Faculty of Communication and Mass Media Studies, Assistant Professor Constantinos Mourlas, Assistant Professor Dimitris Charitos and Lecturer Dimitris Gouscos, post-doctoral researchers Fotini Sfakianaki, Angeliki Gazi and Andreas Giannakouloupoulos as well as 20 doctoral and postgraduate researchers. Additionally, the Laboratory of New Technologies maintains a broad network of external collaborating experts from the academic and professional community.



The activity record of UoA NTLab includes research and technological development projects, academic collaboration partnerships, organisation of scientific and cultural events, contribution in the edition of journals and set-up of digital media, production of educational software as well as education, training and new media literacy programs as described in the following.



## Research and technological development projects

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1. **Specialised Formation of General and Special Education Teachers and Production of Educational Material for Mild Mental Retardation**, Operational Programme for Education and Initial Vocational Training 2000-2006 (EPEAEK II) [ <http://www.media.uoa.gr/epinoisi> ]

This project, led by the Laboratory of New Technologies as prime contractor, will realize a program of 300 hours of specialised formation for 200 primary, secondary and special education teachers in topics related to teaching and pedagogical interventions as well as to the production of educational material based on digital games for students with mild mental retardation. The teachers under formation will be supported by theory seminars (100 teaching hours) as well as digital educational material to be produced in the context of hands-on workshops (200 teaching hours).

2. **Identification and Promotion of Good Practices for Digital Cultural Heritage**, Operational Programme for the Information Society 2000-2006

This project, undertaken by UoA NT Lab, is focused on identifying good practices and setting up of a prototype scheme of excellence concerning projects implemented by Greek organizations with respect to the digitization of content of cultural and historical value. The project's final objective is twofold: highlighting and promotion of good practices for the digitization of cultural content, and award of good practice distinctions to end beneficiaries that fulfil the corresponding criteria of excellence. This pilot project work on identifying and promoting good practices and delivering excellence distinctions is expected to lay the grounds for the establishment of an excellence award in the domain of cultural content digitization.

3. **LOcation-based Communication Urban NETwork (LOCUNET)**, Regional Operational Programme for Attica 2000-2006 [ [locunet.uoa.gr](http://locunet.uoa.gr) ]

LOCUNET is a research project that aims to investigate the novel forms of communication that emerge as a result of the convergence of geographical positioning services, mobile communications, and graphical user interfaces. The result of this convergence was the appearance of locative media. More specifically, the aim and expected result of this research programme is a theoretical model of the use of locative media and the forms of social interaction that may take place within a modern urban context. This model will assist the design and development of locative media. For the purposes of evaluating the proposed model, a location-based communication system will be developed and used for supporting an activity comprising numerous mobile users in central Athens. For the purpose of this research project, the Department of Communication and Media Studies of the National and Kapodistrian University of Athens, which is the project's co-ordinating body, has enlisted the help of the Department of Informatics and Telecommunications of the same university, information systems developers ANKO S.A., and Vodafone.



**4. Research for Corporate Social Responsibility in Small and Medium Enterprises, European Commission HERMES Programme**

UoA NTLab has undertaken design, organisation, implementation and analysis of a research for the state-of-practice with respect to Corporate Social Responsibility in the small and medium enterprises active in the region of Attica. The research has been conducted during May-September 2006 and analysis of the research outcomes has been provided in the project's final report, also including research findings with respect to the awareness needs of the focus population concerning CSR issues. This project has been awarded to UoA NT Lab by the Greek Network for Corporate Social Responsibility and the official presentation of the research results has taken place on May 30, 2007, within the "Social Enterpreneuring, Values and Practices of Responsible Enterpreneurship '07" Conference.

**5. Web-Training Game, LEONARDO Programme [ [www.e-musicbusinessgame.eu](http://www.e-musicbusinessgame.eu) ]**

The Laboratory of New Technologies has participated, together with Haute École "Groupe ICHEC - ISC Saint-Louis -ISFSC" (Belgium), Université Paul Verlaine (Metz) (France), Centre of Applied Industrial Design (Greece), Centre de Recherche Public Henri Tudor (Luxemburg), Karol Adamiecki University of Economics (Poland), University of Bedfordshire (UK), in the implementation of a 2-year research program (2004-2006) aiming at the creation of a web-based educational software tool based on economic games and simulation techniques to support the teaching and learning of e-Business Marketing and Management.

**6. Adaptive and Personalised Environments on the Web, PYTHAGORAS Programme for Reinforcing Research Teams in Universities 2004 – 2006**

The objective of this project, undertaken by the Laboratory of New Technologies, has been to study the development of new methods, techniques and tools that will ensure personalised usage of the internet as well as adaptive content presentation to the best possible quality for the end-user.

**7. Play2Speak Educational Game, SOCRATES Programme [ [www.exelia.gr/play2speak.html](http://www.exelia.gr/play2speak.html) ]**

The Play2Speak Educational Game has been developed in the context of a European research project funded by the SOCRATES Programme, with the objective of developing social and individual skills. During the research and development phase of the project a number of parameterized versions of the Play2Speak game have been deployed, targeted at socially excluded groups, workers, executives as well as students. The Play2Speak project consortium has included, apart from the Laboratory of New Technologies in Communication, Education and the Mass Media, Quality and Reliability S.A. (Greece), the Netherlands National Organization on Educational Research (CINOP), the Services, Industrial, Professional and Technical Union of Ireland (SIPTU-IDEAS) as well as the communication consultants firm Consulo LTd (Cyprus).



#### **8. Forum for Equality and Social Cohesion, EQUAL EU Initiative**

UoA NTLab has been involved in this project through a number of activities, such as research on the attitudes of business owners, production of a CR-ROM entitled “All Different – All Equal” as well as organization of an 1-day event under the title of “The Other in the Land of Journalism”.



## Academic collaboration partnerships

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### **9. European Master on Arts, Culture and International Management (EMACIM),** ERASMUS Programme

EMACIM is a 24 month project, in the context of the ERASMUS program, aiming at designing and creating the curriculum and educational content for a European Joint Master's Degree program. The implementation of this EMD program will ultimately improve the quality and effectiveness of EU education and training systems and thus contribute to the dynamics of the European societies involved. The particular aim of this project is to integrate two separate and traditionally remote fields of knowledge, the one comprising art and culture and the other business and management. This Master's Program will provide the opportunities for graduates to gain knowledge and education in International Business and International Management as well Arts, Cultural experience and heritage, tourism being seen as a modern link between them. The EMACIM degree programme will also offer the opportunity for international students to meet, establish networks, and learn by experiencing different cultures during the study program. Enrolled students will be taking the different parts of their degree in respective faculties/schools depending on the selected major and other subjects. Along with the Laboratory of New Technologies of the National and Kapodistrian University of Athens, partners in the consortium of this project are University of Lapland (Finland), Haute École «Groupe ICHEC - ISC Saint-Louis – ISFSC» (Belgium), Faculty of Human Sciences and Arts, Paul Verlaine University-Metz (France), Karol Adamiecki University of Economics in Katowice, Academy of Fine Arts in Katowice (Poland), Universidade Nova de Lisboa, Faculty of Social and Human Sciences (Portugal).

### **10. European Mobile Lab for Interactive Artists (E-MobilArt),** CULTURE Programme, under the auspices of the European Commission Education, Audiovisual & Culture Executive Agency (EACEA)

E-MobilArt aims to give experienced European artists the opportunity to collaborate in order to create works of interactive art, emphasising the interdisciplinary and intercultural nature of this cooperation. For the purposes of this project, the UoA NTLab collaborates with the University of Lapland (Finland) and the University of Applied Arts (Vienna, Austria). Apart from these educational establishments, additional collaborating bodies include two art galleries (the State Museum of Contemporary Art in Thessaloniki, Greece, and the Academy of Fine Arts in Katowice, Poland), two hardware manufacturers and soft-ware developers (Cycling74, Making Things), and one of the most acclaimed academic journals focusing on electronic art, LEONARDO/OLATS, which is expected to significantly contribute to the dissemination of the project's results. All three higher education institutions involved in this project will organise a total of three workshops, one in each country (Greece, Finland, Austria). The aim of these workshops is twofold: workshop participants will have the opportunity to be trained in the use of relevant hardware and software by scientists and qualified





experts; in addition, cooperation among artists will be adequately supported at all stages of the creative process. Towards the end of the project, works will be exhibited by the art galleries involved in the project. Ultimately, this project aims to create a network of individuals and institutions that are actively involved in interactive art, such as educational establishments, cultural organisations, hardware manufacturers, software developers and renowned experts in the field.

#### **11. SOCRATES GRUNDTVIG – Educational Partnerships**, EU Programme on Education

UoA NTLab has participated in this project together with research laboratories CEM GRESIC 5 (Centre d'Études des Médias, Université de Bordeaux 3, France), CETRANS (Centro per le Transizioni al Lavoro e nel Lavoro, Université de Bologne, Italy), CREATIC (Centre de Recherche en Ergonomie Appliquée aux Technologies de l'Information et de la Communication, Université Libre de Bruxelles, Belgium), IEPB (Institut d'Etudes Politiques Blanquerna, Universitat Ramon Llull, Spain).

#### **12. Joint Master Degree on “Information and Communication Technologies for Education”**, Operational Programme for Education and Initial Vocational Training 2000-2006 (EPEAEK II) [ [www.ecd.uoa.gr/metaptixiaka.htm](http://www.ecd.uoa.gr/metaptixiaka.htm) ]

The Faculty of Communication and Mass Media Studies of the University of Athens has partnered with the Faculty of Early Childhood Education of the same University, the Department of Architecture of the University of Thessaly and the Department of Electronics of the Technological Educational Institute of Pireaus for the establishment and operation of a Joint Master Degree on “Information and Communication Technologies for Education”. This degree pursues an interdisciplinary approach of ICTs and their applications in the educational process.

#### **13. Joint European Postgraduate Degrees “European Master in E-Business Management”, “European Master in Cyber-communication”, “European Master in Audiovisual & Multimedia Business Administration”**, LEONARDO and MEDIA Programme, 1998-2004

Participation of UoA NTLab, in collaboration with the European Universities Institut Supérieur de Commerce Saint-Louis (Belgium), Université de Metz (France), Universidade Nova de Lisboa (Portugal) and Kemi-Tornio Polytechnic (Finland) in the set-up and operation of three European Postgraduate Degrees that have been specialised in the development of professional skills in the corresponding knowledge areas.



## Organisation of scientific and cultural events

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### **14. Challenges and Uses of ICT – Media and Information Diffusion: towards an open society (EUTIC 2007) [ [www.media.uoa.gr/eutic](http://www.media.uoa.gr/eutic) ]**

The Laboratory for New Technologies in Communication, Education and the Mass Media is organising in November 2007 in Athens an International Colloquium focusing on themes such as digital and web-based news media, the globalised mass media landscape, access to digital content for education and entertainment, electronic governance and digital democracy.

### **15. International and Greek Möbius Festival [ [www.media.uoa.gr/mobius](http://www.media.uoa.gr/mobius) ]**

In November 2003 UoA NTLab organised for the first time in Greece the 11<sup>th</sup> International Möbius Festival for the best quality productions in the domain of digital culture. Additionally, since 1999 UoA NTLab has undertaken together with the Centre of Applied Industrial Design (CAID) the organization of the Greek Möbius Festival with the objective of identifying and promoting high-quality multimedia productions in the domains of education, culture, science and fiction. In the context of the 6<sup>th</sup> Greek Möbius Festival on Multimedia and the Internet (Athens, November 2006), 3 thematic prizes and 2 special distinctions were awarded to works distinguished for their quality and completeness, whereas the Francophone Möbius Prize was introduced for the first time.

### **16. YASMIN Internet Discussion and News List (Your Arts Science Mediterranean International Network) [ [www.media.uoa.gr/yasmin](http://www.media.uoa.gr/yasmin) ]**

In collaboration with renowned international institutions in the domain of digital culture, such as the LEONARDO journal and OLATS, DigiArts–UNESCO, Internet Society, ARTNodes and other organisations the Laboratory of New Technologies has established YASMIN, an internet discussion and news list on the interactions of art, science and technology in the Mediterranean area. Up to day, UoA NTLab hosts and maintains the web site of YASMIN, which already accommodates discussions of more than 1,000 registered members.

### **17. Contribution in the organisation of international events**

Members of UoA NT Lab are actively involved in the organisation of international events such as

- Mediaterra 2006, International Art and Technology Festival, Athens, Greece
- MicroPolis 2005, International Festival of Digital Films and Video on the Internet, under the auspices of the Hellenic Culture Organization and the Greek Ministry of Culture.



## Contribution in the edition of journals and set-up of digital media

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### 18. “Athina” bimonthly news bulletin

UoA NTLab has undertaken, since 1996, desktop publishing and art direction responsibility for the “Athina” bimonthly news bulletin [ [www.athina.uoa.gr](http://www.athina.uoa.gr) ] of the National and Kapodistrian University of Athens.

### 19. “Kapodistriako” fortnightly journal

UoA NTLab has undertaken, since 2002, desktop publishing, art direction and web edition responsibility for the “Kapodistriako” fortnightly journal [ [www.kapodistriako.uoa.gr](http://www.kapodistriako.uoa.gr) ] of the National and Kapodistrian University of Athens.

### 20. Web Radio of the Faculty of Communication and Mass Media Studies

The Laboratory of New Technologies in Communication, Education and the Mass Media, in collaboration with the Laboratory of Audiovisual Communication of the Faculty of Communication and Media Studies, has implemented and undertaken operation of the Faculty’s web radio service. [ [www.e-media.uoa.gr/radio](http://www.e-media.uoa.gr/radio) ]

## Production of educational software

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### 21. “21 En Plo” Educational Title

Within the “Seirines” project (EPEAEK Programme), the Laboratory of New Technologies in Communication, Education and the Mass Media has undertaken, in collaboration with FINATEC, the study and design of the “21 En Plo” educational software title.

### 22. “Perseas” Educational Title

In the context of the project “Intercultural Approach of Myths, Mathematics and Learning Difficulties in the New Technological Communication Environment” (INTERREG-II Programme) UoA NTLab, together with the University of Aegean as prime contractor and the Universities of Cyprus, Lebanon and Cairo, has undertaken development of the Educational CD-ROM “Perseas”, a bilingual multimedia educational title in Greek and Arabic.



## Education, training and new media literacy programs

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The Laboratory of New Technologies in Communication, Education and the Mass Media has realised the design, organisation and implementation of the following actions for education, training and literacy in the new media.

### **23. New Communication and Information Media**

Program of training seminars for the journalists working by the General Secretariat for Communication – General Secretariat for Information of the Greek Ministry of Press (2006).

### **24. New Media, Ethics and Globalization Issues**

Program of training seminars for the journalists-members of the Greek Union of Editors of Periodical and Electronic Press (ESPIT) (2005-2006)

### **25. Communication Aspects and Applications of New Technologies in the Educational Process**

Program of training and new media literacy seminars for teachers of all grades and specializations, in collaboration with the Regional Training Centers of the Greek Ministry of National Education and Religious Affairs (1992-1996).